



THE RED DRESS IS THE NATIONAL SYMBOL FOR WOMEN AND HEART DISEASE AWARENESS

THE HEART TRUTH PARTNERS

The Heart Truth campaign is sponsored by the National Heart, Lung, and Blood Institute in partnership with groups committed to the health and well being of women, including:

The Office on Women's Health (OWH) in the U.S. Department of Health and Human Services (DHHS) is the Federal government's champion and focal point for women's health issues, and works to address inequities in research, health care services, and education that have historically placed the health of women at risk. The Office on Women's Health coordinates women's health efforts in DHHS to eliminate disparities in health status and supports culturally sensitive educational programs that encourage women to take personal responsibility for their own health and wellness. www.4woman.gov/owh/

The American Heart Association (AHA) is the largest voluntary health organization fighting heart disease, stroke and other cardiovascular diseases, which kill more than 945,000 Americans each year.

In February 2004, AHA launched a complementary campaign, "Go Red for Women," designed to mobilize women to take control of their heart health and invite women to make their health a top priority and live a stronger, longer life. Using the color Red and the Red Dress to symbolize women's greatest health risk, AHA's campaign involves their local affiliates and volunteers in reaching women nationwide with lifesaving information about heart health. The campaign also provides tools to healthcare providers to ensure that women are treated according to the American Heart Association's guidelines and seeks to educate policymakers at the federal, state and local level about women and heart disease and how they can support policies to improve women's cardiovascular health. www.americanheart.org

WomenHeart: the National Coalition for Women with Heart Disease is the nation's only patient advocacy organization representing the 8,000,000 American women living with heart disease. Founded by and for women heart patients, the organization aims to increase their quality of life and access to quality healthcare through support, information and advocacy. WomenHeart defends every woman's right to early detection, accurate diagnosis and proper treatment of her heart disease. www.womenheart.org

(more)



HEART DISEASE *doesn't* CARE WHAT YOU WEAR—IT'S THE #1 KILLER OF WOMEN



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Additional Organizations Supporting *The Heart Truth*:

American College of Cardiology
Association of Black Cardiologists
Association of Women's Health,
Obstetric and Neonatal Nurses
General Federation of Women's Clubs
Hadassah
U.S. Department of Health and Human
Services, Region VII—Kansas City
Mississippi's *The Heart Truth*

National Black Nurses Association
National Institutes of Health, Office of
Research on Women's Health
Sister to Sister: Everyone Has a Heart
Foundation
Society for Women's Health Research
YMCA
VHA Inc.

